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## Media Contact

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## About Worldwise

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Worldwise believes that sustainable living is easier when it's a natural choice. Brands such as SmartyKat®, TrustyPup®, Petlinks®, goDog®, Hear Doggy!®, SHERPA®, Guaranteed On Board®, and kathy ireland® Loved Ones constantly evolve to provide innovative, solution-based and proprietary product designs that make it easy and affordable for you to satisfy your pet's most important needs.

## Worldwise, Inc. Proudly Sponsors Dogs4Diabetics® Medical-Alert Assistance Dog Paired with a Diabetic Teenager

*Dogs4Diabetics® Medical-Alert Assistance Dogs are trained to sniff out changes in blood sugar and alert their diabetic handler before becoming symptomatic*

**FOR IMMEDIATE RELEASE 2017-2018**

**Novato, CA** – Working in partnership with **Dogs4Diabetics®**, a non-profit organization that trains Medical-Alert Assistance Dogs to support insulin-dependent diabetics live relentlessly awesome lives in safety, Worldwise, Inc. is proud to announce its sponsorship of a dog and diabetic team.

The dogs trained by Dogs4Diabetics (D4D) use their incredible sense of smell to detect an imminent drop in blood sugar in their diabetic partner, even before it can be detected by any existing technology. The dogs warn their handler of the chemical change in their body before it becomes a serious medical issue.

“The peace of mind that D4D’s dogs provide both to patients and their parents is invaluable,” said Kevin Fick, CEO of Worldwise and an avid supporter of D4D. “It is an honor and a privilege to sponsor this D4D team that will improve the lives of not just the teenage patient but his whole family.”

Not only do Medical-Alert Assistance Dogs improve the individual lives of their diabetic handlers, they directly impact the families who bear the brunt of supporting the patients in managing the risks of their disease. Parents of diabetic children are greatly comforted by the fact that the dogs are on alert for changes in blood sugar when the child is away from home or sleeping.

The D4D Medical-Alert Assistance Dog that Worldwise sponsored was paired with a teenage boy that is challenged with what is known in diabetic lingo as "not having good feel." What this means is that this young man cannot feel when his blood glucose levels are running high or low, and when he ultimately figures it out, the result is wild swings in blood glucose levels. These swings are physically exhausting, frustrating, unhealthy, and in some cases, dangerous. The highly trained companion dog can detect these highs and lows approximately 20 minutes before they happen and alert the teenager that he needs to test his blood, adjust insulin levels, and ultimately help the teenager identify these highs and lows, and therefore greatly improve both his safety and quality of life.

With the support of partners like Worldwise, Inc., D4D can continue to train and place Medical-Alert Assistance Dogs with insulin-dependent diabetics to help avoid the acute risks associated with hypoglycemia as well as to provide support services, like veterinary care and training, required for the working life of the dog. In addition, D4D helps

develop, promote and advocate for standards of quality, performance, support and disclosure for all medical assistance dog teams across the US.

“Dogs4Diabetics estimates the direct cost associated with their dogs in training, at \$25,000,” added Christy Gillham, D4D’s Director of Development, “and that does not include the costs for the on-going support services provided to clients the working life of their dog. We are so grateful for partners that help us provide this care and help save lives.”

Dogs4Diabetics is dependent on their volunteer staff, foster families who care for the dogs during training, and the medical professionals who assist in the selection and training of the dogs and in supporting clients. Beyond the tireless work of these dedicated volunteers, all of D4D’s remaining expenses must be covered by donations.